

NOV 03 2009

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-74 (GP-282-00-US)**

Appl. No.: **10/814,104**

Applicants: **Paul BUCHHEIT, et al.**

Filed: **March 31, 2004**

Title: **RENDERING CONTENT-TARGETED ADS WITH E-MAIL**

TC/A.U.: **3688**

Examiner: **Daniel Lastra**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on August 3, 2009 (Paper No. 20090802), which set a period for response to expire on November 3, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 22 of this paper.